

13-177
 LSC: App-3/27/14
 WWUCC: App-4/8/14
 Senate: App-4/29/14

REVISION APPROVAL COVER SHEET FOR CONTINUATION OF W-DESIGNATION

TYPE II DEPARTMENT COMMITMENT

Professors: William McPherson, Wayne Moore, Kara Romance, Joseph Rosendale, LeAnn Wilkie, Lucinda Willis

Department Technology Support & Training

Email: wilkie@iup.edu (chair)

Course BCOM 321 – Business and Interpersonal Communication

Please provide answers to these questions on the next page:

1. Include the most recent syllabus for the Type II course.

Attached is a copy of the syllabus (per Assuring of Learning – AACSB requirements) approved by Senate on 4/20/2010, which was adopted by the committee of instructors who teach BTST 321.

2. Include a new “Statement Concerning Departmental Responsibility”.

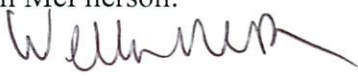





See attached

Received

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The faculty who teach BTST 321 meet regularly throughout each academic year to review key assessment ratings data, as part of AACSB accreditation review (Assuring of Learning), to ensure adherence to agreed-upon required writing assignments and teaching practices, and to discuss course modifications or improvements to ensure a continued high quality experience for our students.

Liberal Studies

Approvals:	Signatures	Date
Professors/Instructors	William McPherson:  Wayne Moore:  Kara Romance:  Joseph Rosendale:  LeAnn Wilkie:  Lucinda Willis: 	3/3/14

Department Chair	<i>Deanna Walker</i>	3-4-14
College Dean	<i>Mike Adams</i>	3-7-14
Director of Liberal Studies	<i>D. H. P.</i>	3/27/14
UWUCC Co-chair(s)	<i>Gail Sedquist</i>	4/8/14

New Syllabus of Record

Department of Technology Support and Training BCOM 321 – BUSINESS AND INTERPERSONAL COMMUNICATIONS

3 class hours
0 lab hours
3 credits
(3c-0l-3cr)

Course Prerequisite: Junior Status, ENGL 101, 102

Course Description: A study of communication theory and principles as applied to business situations and practices; development of communication skills in areas of communication such as speaking, writing, listening, and nonverbal communicating. Emphasizes building effective interpersonal relations in a business environment.

Semesters Taught: Fall, Winter session, Spring, Summer

Instructional Strategies: Lecture, Discussion, Small Group Cooperative Learning, Games

Media Used: Videotapes, PowerPoint Slides, Samples, Interactive Response Units

Textbook/Required Readings:

Faculty may choose from the following list of acceptable textbooks:

- Thill, J. V. & Bovée, C. L. (2010). *Excellence in Business Communication* (9th ed). United States: Pearson/Prentice Hall.
- Ober, S. (2007). *Fundamentals of contemporary business communication* (2nd ed.). Boston, MA: Houghton Mifflin.
- Locker, K. O. & Kaczmarek, S. K. (2009). *Business Communications: Building Critical Skills* (4th ed.). Boston, MA: McGraw-Hill Irwin.

Supplements:

- Course Supplements

Course Outcomes: After completion of this course, the student should be able to:

1. recognize the influence of psychological factors, group dynamics, and organizational theory in business communication (ECOB&IT G2.Obj.c).
2. identify barriers to communication and utilize the information and experiences provided in this course to overcome these barriers.
3. individually and collaboratively apply the theory and methodology of formal business reporting, business research, business presentations, and business letter writing (ECOB&IT G2.Obj.a).
4. understand how to apply business communication skills to acquire employment and increase the likelihood of achievement and promotion (ECOB&IT G2.Obj.a).

5. recognize the challenges in communicating with people from other cultures and adapt communication theory and methodology to international business communication.
6. recognize the ethical dilemmas in business communications and evaluate the ethical decisions made.
7. prepare and deliver oral presentations (ECOB&IT G2.Obj.b).
8. gain an awareness of the various technological advances in communication and identify ways in which these tools impact individuals in the business environment.
9. demonstrate an awareness of the role that physical behavior (gestures, posture, body movements, and facial expression), physical appearance, spatial relationships, and environment play in human interaction.

Course outline:

Topic	# of weeks	Main Course objectives addressed
1. The foundations of business communication.	½	1, 6
2. Communicating in teams	1	1,2
3.Mastering listening and nonverbal communication skills	½	2,9
4. Communicating in a world of diversity	½	5, 6
Mid-term Exam	½	1, 2, 5, 6, 9
5. The writing process a. Three-step writing process b. Crafting brief messages	2	3, 8
6. Preparing Reports a. Planning reports and proposals b. Writing business reports and proposals c. Completing business reports and proposals	2.5	3, 8
7. Designing and delivering oral and online presentations	1.5	7, 8,9
8. Building careers and writing resumes	2.5	4, 8
9. Interviewing for employment and follow-up	2.5	4, 8,9
Final exam	1	3, 4, 7, 8

Student Outcomes Matrix

Course Outcomes	Danielson's framework	ECOB&IT Learning Goal/ Objective	Expected Student Learning Outcomes Met
1	1a,d,e; 2a,b,d; 3a,b,c,d; 4a,e,f.	G2.Obj.c	IL ¹ -6; EL ² -1,2,6; RL-1, 4, 5
2	1a,d,f; 2a,b,c,e; 3a,b,c; 4a,e,f		IL-5,6
3	1a,d,f; 2a,b; 3a,b,c;4a,e,f	G2.Obj.a	EL-1,2,6;
4	1a,d; 2a,e; 3a,b,c,e; 4a,e,f	G2.Obj.a	IL-6; EL-7
5	1a,b,d; 2a,b,d; 3a,b,c; 4a,c,d,f		IL-4, 5, 6
6	1a,b,d; 2a,b; 3a,b,c,d,e; 4a,e,f		RL ³ -1, 4, 5
7	1a,d; 2a,b,c,e; 3a,b,c; 4a,e	G2.Obj.b	EL-1,2,6;
8	1a,d,f; 2a,b,e; 3a,b,c; 4a,e	G2.Obj.a	EL-1,2,6
9	1a,b,d,f; 2a,b,d; 3a,b,c,e; 4a,b,e,f		IL-5,6
10	1d,f; 2a,b; 3a,b,c,d; 4c,d,e,f		EL-3,7,8

¹ IL = Informed Learners

² EL = Empowered Learners

³ RL = Responsible Learners

Grading:

Grading	Weight	Objective Measured (predominantly)
Tests & Quizzes <ul style="list-style-type: none"> • Tests (15%) Mid-Term Final • Quizzes (5%) (Announced and Unannounced) 	20%	Obj.1, 2, 3, 4, 5, 6, 7, 8, 9;
Guided Writing Projects <ul style="list-style-type: none"> • Application (Cover) Letter • Conventional Resume • Various Standard Business Writings • Mock Interview Assessment • Etiquette Dinner Assessment • Group report • (Other projects as assigned by instructor) 	50%	Obj. 3, 4, 8; ECOB&IT: G2.Obj.a, c
Class work and Participation <ul style="list-style-type: none"> • (Assignments made during class) 	10%	Obj. 1, 2, 3, 5, 6, 9
Presentations/Report <ul style="list-style-type: none"> • Individual • Group 	20%	Obj. 1, 2, 7, 8, 9; ECOB&IT: G2.Obj.b

Grading:

Course Requirements: Each participant in the course is expected to:

1. Attend each class with the reading completed and prepared to participate.
2. Demonstrate knowledge and comprehension of the assigned reading.
3. Develop a resume and application letter.
4. Develop a class presentation.
5. Participate in a small group and develop a project.
6. Complete in-class activities.

Explanation of Course Requirements:

1. Class attendance and participation. Per university policy, no more than **three (3)** absences are permitted during the regular session. This policy will be strictly enforced. Also, **three (3)** late arrivals (**tardy**) will result in **one absence**. You are aware of class time. If you are running late and a student is presenting to the class, **do not enter the room until the student has completed his/her presentation**. **NO MAKE-UP TESTS OR ASSIGNMENTS WILL BE GIVEN AND NO LATE WORK WILL BE ACCEPTED**. If you turn in work **without placing your name on it**, the assignment will not be graded and you will receive no credit for that assignment.

2. Demonstration of knowledge and comprehension of assigned reading. Students are expected to participate in class discussions concerning materials covered in the readings assigned. You will be tested on your knowledge and comprehension in a variety of ways: tests, quizzes, case summaries, reports, etc.
3. Develop a resume and application letter.
4. Develop a class presentation.
5. Participate in a small group and develop a project. Students will work in a group of 3-4 people to prepare a small group project. Group members will develop a complete presentation. An oral presentation of 20-30 minutes will be required of each group.
6. Complete in-class activities. These activities will be announced in class and will consist of worksheets from videos, card games, group discussions, etc.

Bibliography for Business & Interpersonal Communication

Books

- Axtell, R. E. (1993). *Do's and taboos around the world* (3rd ed). New York: John Wiley & Sons, Inc.
- Beamer, L. & Varner, I. (2007). *Intercultural communication in the global workplace* (4th ed.). McGraw-Hill Higher Education.
- Beebe, S.A. & Mottet, T.P. (2010). *Business and Professional Communication: Principles and Skills for leadership*. Boston, MA: Allyn & Bacon.
- Bixler, S., & Nix-Rice, N. (2005). *The new professional image* (2nd ed). Holbrook, MA: Adams Media Corporation.
- Brody, M., (1999). *21 Common Mistakes for 21st Century Business Etiquette*. Jenkintown, PA: Career Skills Press.
- Criscito, P. (2000). *Designing the perfect resume* (2nd ed.) New York: Barron's Educational Series.
- Dumaine, D. (2004). *Writing to the top: Writing for corporate success* (2nd ed.). New York: Random House.
- Esenwein, J.B., & Carnagey, D. (2009). *The Art of Public Speaking*. Scotts Valley, CA: CreateSpace.
- Fry, R. (2002). *Your first interview* (4th ed.). Delmar Cengage Learning.
- Gonyea, J. C., & Gonyea, W. M. (1995). *Electronic resumes: A complete guide to putting your resume on-line*. New York: McGraw-Hill.
- Green, B. (2004). *Get the Interview Every Time: Fortune 500 Hiring Professionals' Tips for Writing Winning Resumes and Cover Letters*. New York: Kaplan Business
- Guffey, M. E. (2010). *Essentials of business communication* (8th ed.). Cincinnati, OH: South-Western Cengage Learning.

- Klepper, M. M., & Gunther, R. (1995). *I'd rather die than give a speech*. New York: Citadel Press.
- Lahiff, J. M., & Penrose, J. M. (1997). *Business communication: Strategies and skills*. Upper Saddle River, NJ: Prentice Hall.
- Lehman, C.M., & Dufrene, D.D., Walker, R.C. (2009). *Business Communication*. Cincinnati, OH: South-Western.
- Locker, S. K. K. (2008). *Business Communication: Building Critical Skills*. New York: McGraw-Hill.
- Lucas, S. E. (2007). *The art of public speaking* (9th ed.). New York: McGraw-Hill.
- Mitchell, M. (2004). *The complete idiot's guide to etiquette* (3rd ed.). New York: Alpha Books.
- Mock, R. T., Jr. (1996). *Get that interview!* New York: Barron's Educational Series, Inc.
- Molloy, J. T. (1988). *New dress for success*. New York: Warner Books.
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- Ober, S. (2007). *Fundamentals of Contemporary Business Communication* (2nd ed.). Cengage Learning.
- O'Hair, D., & Stewart, R. (1999). *Public speaking: Challenges and choices*. New York: Bedford/St. Martin=s.
- Sedlack, R.P., Shwom, B.L., & Keller, K.P. (2006). *Graphics and Visual Communication for Managers*. (O'Rourke, In ed.). Cincinnati, OH: South-Western.
- Pachter, B., & Magee, S. (2001). *When the Little Things Count...and They Always Count: 601 Essential Things that Everyone in Business Needs to Know*. Emeryville, CA: Marlowe & Company.
- Whitcomb, S.B. (2006). *Resume Magic: Trade Secrets of a Professional Resume Writer (Resume Magic Trade Secrets of a Professional Resume Writer)*. Indianapolis, IN: JIST Works, Inc.
- Yarbrough, B.T. (2008). *Leading Groups and Teams* (O'Rourke, in ed.) Cincinnati, OH: South-western.
- Yate, M. J. (2008). *Knock 'em Dead Resumes* (8th ed). Holbrook, MA: Adams Media.

Journals

- The Journal of the Association of Business Communication*
The Business Communication Quarterly
The National Business Education Association Forum
The Information Technology, Learning, and Performance Journal [Organizational Systems Research Association (OSRA) Journal]
The Journal of Business and Technical Communication

Videos

Communicating Between Cultures (2004). Chicago IL: The Learning Seed.

Listening: The Key to Productivity (1996). Blackwood, NJ: Communication Briefings.

Non-verbal Communication in the Global Marketplace (2004). Sunrise, FL : D.E. Visuals.

Speaking Effectively to One or One Thousand (1991). IUP Library (VCV 5466).

Speak like a Pro (2003). Alexandria, VA: Briefings Publishing Group

The Nonverbal Agenda (1982). IUP Library (VCV 6426).

The Power of Listening (1991). IUP Library (VCV 4646).

Tough Times Job Strategies (2005). Lawrenceville, NJ: Films Media Group

Statement of Departmental Responsibility

Writing Intensive: BTST 321 – Business & Interpersonal Communication

The Technology Support and Training Department is committed to offering BTST 321 – Business & Interpersonal Communication as a “W” course. The Department will assume responsibility for ensuring that any faculty member assigned to teach this course abides by the syllabus, uses the same or equivalent writing assignments, and is familiar with current theory and practice in writing-across-the-curriculum.

Current faculty members who teach BTST 321 include: William McPherson, Wayne Moore, Kara Romance, Joseph Rosendale, LeAnn Wilkie and Lucinda Willis.

LeAnn Wilkie, and William McPherson have completed the Writing Workshop; the remaining faculty members intend to complete the workshop at the end of the 2013-14 academic year. Persons who have not completed the Writing Workshop will be strongly encouraged to do so by the department chairperson.



LeAnn Wilkie, Chair

Technology Support & Training Department